

## ABSTRACT OF THE DISCLOSURE

A driving apparatus for a liquid crystal display includes a first multiplexor array to perform time-division on input pixel data to supply time-divided pixel data having a horizontal period divided into four 1/4 periods; a digital-analog conversion array to convert the time-divided pixel data pixel voltage signals; and a demultiplexor array to drive data lines by performing time-division on the pixel voltage signal by the 1/4 period.